

ABSTRACT OF THE DISCLOSURE

A system controller 115 has a function of changing the position and the orientation of character data to be superimposed on the image data, in accordance with the operation of one of orientation keys.

Specifically, when a downward key has been pushed, the character data is superimposed on a lower portion of the image data, not revolved and but oriented upward. When a rightward key has been pushed, the character data is revolved counterclockwise through 90 degrees, and is located along the right-hand edge of the image data, oriented leftward. When an upward key has been pushed, the character data is revolved through 180 degrees, and is located along the upper edge of the image data, oriented downward. Further, when a leftward key has been pushed, the character data is revolved clockwise through 90 degrees, and is located along the left-hand edge of the image data, oriented rightward. When synthesizing attendant information such as character data with image data and printing the resultant data, the position and the orientation of the attendant information can be efficiently set by a simple operation.

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